October 22, 2013

MNsure Marketing

- MNsure branded materials will be available for order this week to **certified** brokers. Details will be communicated via email regarding:
  - User account information for each individual broker to access an online ordering system
  - A licensing agreement for brokers interested in using the MNsure logo
  - Process for brokers to use for receiving MNsure approval of co-branded materials

Assisting your clients

- To determine eligibility for Advanced Premium Tax Credit (APTC) use 2014 projected income values. The Federal Poverty Level (FPL) scale can be found here.
- Ask potential clients qualifying questions regarding income to determine if you can assist them with a plan eligible for APTC with MNsure. If determined to be MNcare or Medical Assistance refer to a Navigator partner listed in the MNsure Assister directory.
- A lock or security freeze, sometimes called Privacy Guard or Lifelock, can create error messages for your clients in the RIDP process. Prior to assisting a client you may want to ask about any credit protector services they may have in place.

MNsure Accounts

- A MNsure Broker Account Creation Manual will be sent this week with step-by-step instructions on how to create and manage Agency Administrator and Broker accounts. It is very important for you to complete this step to be listed in the SHOP directory.

SHOP

- Small business employers must be completed with their online enrollment process by November 20, 2013. After that date, they will no longer be able to use the MNsure application to enroll for January 1, 2014 coverage.

Contact MNsure
Dedicated broker email address: brokers@mnsure.org
1-855-366-7873, dial 1-8-2.